

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

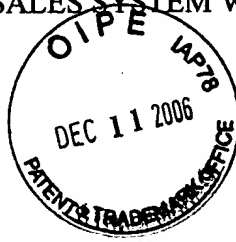
Applicant: Matthew F. Ackley et al.

Title: NETWORK-BASED SALES SYSTEM WITH CUSTOMIZABLE USER INTERFACE

Docket No.: 2043.162US1

Filed: November 16, 1999

Examiner: Michael Roswell



Serial No.: 09/441,388

Due Date: December 24, 2006

Group Art Unit: 2173

MS Appeal Brief - Patents

Commissioner for Patents

P.O. Box 1450

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☒ Response to Order Returning Undocketed Appeal to Examiner (11 pgs.).

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Mark R. Vatuone
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09/441,388

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appellant:	Matthew F. Ackley et al.	Examiner:	Michael Roswell
Serial No.:	09/441,388	Group Art Unit:	2173
Filed:	November 16, 1999	Docket No.:	2043.162US1
Title:	NETWORK-BASED SALES SYSTEM WITH CUSTOMIZABLE USER INTERFACE		

RESPONSE TO ORDER RETURNING UNDOCKETED APPEAL TO EXAMINER

MS Appeal Brief - Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

This responds to the Order Returning Undocketed Appeal to Examiner mailed on November 3, 2006 and the Notification of Non-Compliant Appeal Brief mailed November 24, 2006. In compliance with MPEP 1205.03(B) and 37 CFR 41.37(c)(1)(v), Appellants submit the following corrected sections from Appellants' previously-submitted Appeal Brief filed January 11, 2006.

Please replace the previously-submitted Status of Amendments, Section 4, with the below replacement.

4. STATUS OF AMENDMENTS

Claims 38 and 46 were amended responsive to the Final Office Action mailed August 10, 2005. The Examiner's Answer to the Appeal Brief indicated that the claim amendments were not entered. Accordingly, the claims appearing in the "Claims Appendix" included with this response do not include the amendments in the response to the Final Office Action mailed on August 10, 2005.

Please replace the previously-submitted Summary of Claimed Subject Matter, Section 5, with the below replacement.

5. SUMMARY OF CLAIMED SUBJECT MATTER

This summary does not provide an exhaustive or exclusive view of the present subject matter, and Appellant refers to the appended claims and its legal equivalents for a complete statement of the invention.

The present application discloses subject matter that includes, but is not limited to subject matter recited in claim 27, the preamble of claim 27 reciting “A sales system for coupling to a communications network, comprising:” (e.g., Figure 1, Page 7, first paragraph). Claim 27 requires a first sales interface (e.g., Figure 1, callouts H1, S11; Page 7, third and fourth paragraphs) at a first network address (e.g., Page 7, fourth paragraph), the first sales interface including a first set of user interface elements (e.g., Figure 3, Page 8, fourth full paragraph – Page 9, first full paragraph); a second sales interface (e.g., Figure 1, callouts S22, etc.; Page 7, third and fourth paragraphs) at a second network address (e.g., Page 7, fourth paragraph), the second sales interface including a second set of user interface elements (e.g., Figure 3, Page 8, fourth full paragraph, especially last sentence – Page 9, first paragraph); and a sales server (e.g., Figure 1, callout 14; Page 7, first paragraph) at a third network address (e.g., Page 7, last paragraph; Figure 40; Page 37, second full paragraph) that operates the first and second sales interfaces while providing an impression that they are being operated by different entities (e.g., Page 7, last paragraph) wherein the sales server includes a customization interface (e.g., Figures 18A-39; Page 15, second paragraph - Page 37, first full paragraph) responsive to user input to define the first and second sets of user interface elements, wherein the sales server is operative to create the impression that the sales interfaces are being operated by different domains by operating with the address of the first sales interface mapped to a first domain (e.g., Page 7, fourth paragraph) and the address of the second sales interface mapped to a second domain (Id.) different from the first domain, and wherein the first sales interface includes links (e.g., Figure 1, callout LA1; Page 7, third paragraph) to a first set of pages (e.g., Figures 4 – 17; Page 8, last paragraph – Page 15, first paragraph) not operated by the sales server but being mapped to the

first domain, and wherein the second sales interface includes links (e.g., Figure 1, unmarked link from S22 to A2; Page 7, third paragraph) to a second set of pages (e.g., Figures 4 – 17; Page 8, last paragraph – Page 15, first paragraph) not operated by the sales server but being mapped to the second domain.”

The present application further discloses subject matter that includes, but is not limited to subject matter recited in claim 35, the preamble of claim 35 reciting “A sales system for coupling to a communications network, comprising:” (e.g., Figure 1, Page 7, first paragraph). Claim 35 further requires, “a first sales interface (e.g., Figure 1, callouts H1, S11; Page 7, third and fourth paragraphs) at a first network address (e.g., Page 7, fourth paragraph), the first sales interface including a first set of user interface elements (e.g., Figure 3, Page 8, fourth full paragraph – Page 9, first full paragraph); a second sales interface (e.g., Figure 1, callouts S22, etc.; Page 7, third and fourth paragraphs) at a second network address (e.g., Page 7, fourth paragraph), the second sales interface including a second set of user interface elements (e.g., Figure 3, Page 8, fourth full paragraph, especially last sentence – Page 9, first paragraph); and a sales server (e.g., Figure 1, callout 14; Page 7, first paragraph) at a third network address (e.g., Page 7, last paragraph; Figure 40; Page 37, second full paragraph) that operates the first and second sales interfaces while providing an impression that they are being operated by different entities (e.g., Page 7, last paragraph), wherein the sales server includes a customization interface (e.g., Figure 22; Page 16, last paragraph - Page 17, third paragraph; Page 17, fifth paragraph; Page 19, last paragraph – Page 20, second full paragraph; Page 27, sixth paragraph) responsive to user input to define the first and second sets of user interface elements, wherein the customization interface is operative to provide different headers (Id.) for the first sales interface and for the second sales interface, and wherein the first sales interface includes links (e.g., Figure 1, callout LA1; Page 7, third paragraph) to a first set of pages (e.g., Figures 4 – 17; Page 8, last paragraph – Page 15, first paragraph) not operated by the sales server but being mapped to the first domain (e.g., Page 7, fourth paragraph), and wherein the second sales interface includes links (e.g., Figure 1, unmarked link from S22 to A2; Page 7, third paragraph) to a second set of pages (e.g., Figures 4 – 17; Page 8, last paragraph – Page 15, first paragraph) not operated by the sales server but being mapped to the second domain.”

The present application further discloses subject matter that includes, but is not limited to subject matter recited in claim 38, the preamble of claim 38 reciting “A sales method for operation through a communications network, comprising:” (e.g., Figure 1, Page 7, first paragraph). Claim 38 further requires, “receiving customization commands from a first accountholder (e.g., Figures 18A-39; Page 15, second paragraph - Page 37, first full paragraph); receiving customization commands from a second accountholder (Id.); presenting a first networked sales interface (e.g., Figures 4 – 17; Page 8, last paragraph – Page 15, first paragraph) through the network for the first accountholder based on input received from the first accountholder; presenting a second networked sales interface (Id.) through the network for the second accountholder based on input received from the second accountholder, and wherein the steps of presenting are performed by a provider (e.g., Figure 1, callout 12; Page 7, first paragraph) for the accountholders, and present the first and second networked sales interfaces in such a way that they provide an impression that they are operated by the accountholders (e.g., Page 7, last paragraph), and wherein the steps of presenting present the first networked sales interface at a first domain (e.g., Page 7, fourth paragraph) and present the second networked sales interface at a second domain (Id.), and wherein the steps of presenting present the first networked sales interface as including links to a first set of pages (e.g., Figures 4 – 17; Page 8, last paragraph – Page 15, first paragraph) not operated by the sales server but being mapped to the first domain, and present the second networked sales interface as including links to a second set of pages (e.g., Figures 4 – 17; Page 8, last paragraph – Page 15, first paragraph) not operated by the sales server but being mapped to the second domain.”

The present application further discloses subject matter that includes, but is not limited to subject matter recited in claim 46, the preamble of claim 46 reciting “A sales method for operation through a communications network, comprising:” (e.g., Figure 1, Page 7, first paragraph). Claim 46 further requires, “receiving customization commands from a first accountholder (e.g., Figures 18A-39; Page 15, second paragraph - Page 37, first full paragraph); receiving customization commands from a second accountholder (Id.); presenting a first networked sales interface (e.g., Figures 4 – 17; Page 8, last paragraph – Page 15, first paragraph) through the network for the first accountholder based on input received from the first accountholder; presenting a second networked sales interface (Id.) through the network for the

second accountholder based on input received from the second accountholder, and wherein the steps of presenting are performed by a provider (e.g., Figure 1, callout 12; Page 7, first paragraph) for the accountholders, and present the first and second networked sales interfaces in such a way that they provide an impression that they are operated by the accountholders (e.g., Page 7, last paragraph), and wherein the steps of presenting present the different headers for the first networked sales interface (e.g., Figures 4 – 17; Page 8, last paragraph – Page 15, first paragraph) and for the second networked sales interface (Id.), and wherein the steps of presenting present the first networked sales interface as including links to a first set of pages (Id.) not operated by the sales server but being mapped to the first domain, and present the second networked sales interface as including links to a second set of pages (Id.) not operated by the sales server but being mapped to the second domain.”

This summary does not provide an exhaustive or exclusive view of the present subject matter, and Appellant refers to the appended claims and its legal equivalents for a complete statement of the invention.

Please replace the previously-submitted Claims Appendix with the below replacement.

CLAIMS APPENDIX

27. A sales system for coupling to a communications network, comprising:
- a first sales interface at a first network address, the first sales interface including a first set of user interface elements;
 - a second sales interface at a second network address, the second sales interface including a second set of user interface elements; and
 - a sales server at a third network address that operates the first and second sales interfaces while providing an impression that they are being operated by different entities, wherein the sales server includes a customization interface responsive to user input to define the first and second sets of user interface elements, wherein the sales server is operative to create the impression that the sales interfaces are being operated by different domains by operating with the address of the first sales interface mapped to a first domain and the address of the second sales interface mapped to a second domain different from the first domain, and wherein the first sales interface includes links to a first set of pages not operated by the sales server but being mapped to the first domain, and wherein the second sales interface includes links to a second set of pages not operated by the sales server but being mapped to the second domain.
28. The system of claim 27 wherein the addresses of the first and second sales interfaces are mapped using DNS mapping.
29. The system of claim 27 wherein the first and second sales interfaces presented are each operative to present a plurality of linked pages.

31. The system of claim 27 wherein the first sales interface includes elements that are also included in the first set of pages and wherein the second sales interface includes elements that are also included in the second set of pages.
32. The system of claim 27 wherein the first sales interface includes a header that is also included in the first set of pages and wherein the second sales interface includes a header that is also included in the second set of pages.
33. The system of claim 27 wherein the first sales interface presented includes interface elements that include at least part of a name of the first domain, and wherein the second sales interface presented includes interface elements that include at least part of a name of the second domain.
34. The system of claim 27 wherein the first and second domains belong to different legal entities.
35. A sales system for coupling to a communications network, comprising:
a first sales interface at a first network address, the first sales interface including a first set of user interface elements;
a second sales interface at a second network address, the second sales interface including a second set of user interface elements; and
a sales server at a third network address that operates the first and second sales interfaces while providing an impression that they are being operated by different entities, wherein the sales server includes a customization interface responsive to user input to define the first and second sets of user interface elements, wherein the customization interface is operative to provide different headers for the first sales interface and for the second sales interface, and wherein the first sales interface includes links to a first set of pages not operated by the sales server but being mapped to the first domain, and wherein the second sales interface includes links to a second set of pages not operated by the sales server but being mapped to the second domain.

38. A sales method for operation through a communications network, comprising:
receiving customization commands from a first accountholder;
receiving customization commands from a second accountholder;
presenting a first networked sales interface through the network for the first accountholder based on input received from the first accountholder;
presenting a second networked sales interface through the network for the second accountholder based on input received from the second accountholder, and
wherein the steps of presenting are performed by a provider for the accountholders, and present the first and second networked sales interfaces in such a way that they provide an impression that they are operated by the accountholders, and wherein the steps of presenting present the first networked sales interface at a first domain and present the second networked sales interface at a second domain, and wherein the steps of presenting present the first networked sales interface as including links to a first set of pages not operated by the sales server but being mapped to the first domain, and present the second networked sales interface as including links to a second set of pages not operated by the sales server but being mapped to the second domain.
39. The method of claim 38 wherein addresses of the first and second networked sales interfaces are mapped using DNS mapping.
40. The method of claim 38 wherein the steps of presenting are operative to present each of the first and second networked sales interfaces as including a plurality of linked pages.
42. The method of claim 38 wherein the steps of presenting present elements in the first networked sales interface that are also included in the first set of pages and present elements in the second networked sales interface that are also included in the second set of pages.
43. The method of claim 38 wherein the steps of presenting present a header in the first networked sales interface that is also included in the first set of pages and present a header in the second networked sales interface that is also included in the second set of pages.

44. The method of claim 38 wherein the steps of presenting present the first networked sales interface as including interface elements that include at least part of a name of the first domain, and present the second networked sales interface as including interface elements that include at least part of a name of the second domain.

45. The method of claim 38 wherein the first and second domains belong to different legal entities.

46. A sales method for operation through a communications network, comprising:
receiving customization commands from a first accountholder;
receiving customization commands from a second accountholder;
presenting a first networked sales interface through the network for the first accountholder based on input received from the first accountholder;
presenting a second networked sales interface through the network for the second accountholder based on input received from the second accountholder, and
wherein the steps of presenting are performed by a provider for the accountholders, and present the first and second networked sales interfaces in such a way that they provide an impression that they are operated by the accountholders, and wherein the steps of presenting present the different headers for the first networked sales interface and for the second networked sales interface, and wherein the steps of presenting present the first networked sales interface as including links to a first set of pages not operated by the sales server but being mapped to the first domain, and present the second networked sales interface as including links to a second set of pages not operated by the sales server but being mapped to the second domain.

CONCLUSION

In accordance with MPEP 1205.03(B) and 37 CFR 41.37(c)(1)(v), only the non-compliant sections of Appellants' previously-submitted Appeal Brief has been included in this response.

Appellants respectfully submit that the Examiner withdraw the non-compliant status and examine the Appeal Brief.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

Respectfully submitted,

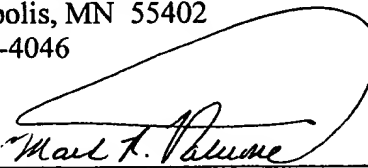
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By their Representatives,

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Date 12.7.2006

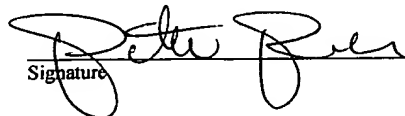
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Peter Rebuffoni
Name


Signature